

January 12, 2006

Dear Resident / Business Owner:

The Village of Bayside is offering your business an exciting opportunity to advertise in our quarterly newsletter, "***Inside Bayside***". Take this opportunity to have your business advertised to over 1,600 households, totaling over 5,000 readers throughout summer, fall, winter and spring.

You may ask yourself why should I advertise in a newsletter? Some benefits are:

- Newsletters are mailed directly to the residents.
- Newsletters are kept in the households for extended periods of time because there is three to four months of information regarding what is going on in Bayside.
- It affords you the opportunity to advertise your business at the most reasonable cost.

Enclosed you will find the advertisement guidelines, sizes and prices for the newsletter. If you are interested, please call the Village Hall at (414) 351-8811. All advertisements sizes and opportunities area available on a first come first serve basis.

Do not wait, take advantage of this wonderful opportunity to advertise your company as well as support your local community.

Sincerely,

Andrew K. Pederson

Andrew K. Pederson
Village Manager

Enclosures

Village of Bayside *Inside Bayside* Quarterly Newsletter Advertising Guidelines

Inside Bayside is distributed to all residential households within the Village of Bayside on a quarterly basis, in March, June, September and December.

- A minimum of one page of each issue will be reserved for advertising;
- In order to promote local area businesses in the Village and the immediate vicinity, advertisements shall be limited to businesses located within the Village of Bayside or a five mile radius from the Village of Bayside;
- Residents who own a business outside of Bayside, but live within the community, are also permitted to advertise
- Only commercial business advertising that a reasonable person would consider being in good taste is allowed.
- Personal advertisements are prohibited.
- Alcohol and tobacco advertisements are prohibited unless accessory to a business (i.e. restaurant with bar permissible; exclusively alcohol establishment prohibited).
- The Village of Bayside will have the authority to disapprove certain advertisements if the advertisements are found not to be in good taste, or otherwise inappropriate for advertising in a Village publication.
- Advertisements within *Inside Bayside* do not constitute endorsement by the Village of Bayside for products or services contained therein. Reference herein to any specific commercial products, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by the Village of Bayside.
- The Village reserves the right to enforce space limits, and accept advertising on a first come, first serve basis. The Village Manager reserves the right to add additional space for advertising purposes if deemed necessary.

Guidelines:

- Advertisements must be provided to the Village in a camera ready format, compatible with the software capabilities of the Village.
- Payment for the insertion of an ad must be made prior to publication.
- Businesses may purchase advertising space on an annual basis at a discounted rate.

Pricing:

- 1/16 Page, or 1 5/8 x 2 1/8 of a page size, is priced at \$75 per advertisement per issue, or a space can be purchased annually for \$250, a savings of \$50.
- 1/8 Page , or 3 1/2 x 2 1/8 of a page size, is priced at \$150 per advertisement per issue, or a space can be purchased annually for \$500, a savings of \$100.
- 1/4 Page, or 3 1/2 x 4 1/2 of a page size, is priced at \$250 per advertisement per issue, or a space can be purchased annually for \$850, a savings of \$150.
- 1/2 Page, or 7 x 4 1/2 of a page size, is priced at \$400 per advertisement per issue, or a space can be purchased annually for \$1,300, a savings of \$300.

Advertise Your Business in the Bayside Quarterly Newsletter “Inside Bayside”

⇒ *Distributed in March, June, September, and December*

⇒ *Mailed directly to over 1,600 residences totaling over 5,000 readers.*

⇒ *Brochures are kept in households for extended periods of time because activities and programs are scheduled throughout the year.*

⇒ *An affordable, dependable way to advertise your business or organization at a very low, reasonable cost.*



⇒ *Advertise up to 4 times per year*

⇒ *Why wait, call (414) 351-8811 today to reserve a space.*